No sleep till morn, when Youth and Pleasure meet
To chase the glowing Hours with Flying feet.
Byron

Expect to find in Benson & Hedges certain pleasures no other cigarette offers. Luxurious flavor, classic in taste. Costlier tobaccos, meticulously blended. Filter mouthpiece, recessed so that only the flavor touches your lips.

BENSON & HEDGES . . . . Regular and King

Job No. PAR-935A

Playbill	April, 1957
Playbound	April, 1957
Playgoer	April, 1957
Stagebill	April, 1957

4¾ x 7⅝ (A) Final Proof, March 26, 1957

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"Talking Into The Wee Hours"
Only Flavor Touches Your
Lips ... 80mm.
Pg B/W - 4 3/4 x 7 5/8

Source: https://www.industrydocuments.ucsf.edu/docs/rgxx0001